

muscular mobility; and vitamin E is readily available in many articles of the ordinary diet and not only in the foods listed in the labeling, and it is unnecessary to supplement the diet to obtain an adequate amount of vitamin E;

(d) *Adavite capsules, Neo-Vi drops, Minaquin capsules, Quin-Kaps capsules Theracrest capsules, Theravim capsules, and Zel-Caps capsules*—the labeling of the articles represented that infections, low resistance to infection, ophthalmic disorders, retarded growth, low vitality, sterility, loss of vigor, night blindness, poor appetite or loss of appetite, neuritis, poor digestion, digestive disturbances, intestinal disturbances, fatigue, depression, depressed bodily activity, abnormal cell growth and development, nervous disorders and disturbances, disturbances of growth, skin disorders, anemias, tooth decay, hemorrhage, muscular weakness, and bone deformities are commonly and usually caused by deficiencies in the diet of vitamins A, B<sub>1</sub>, B<sub>2</sub>, niacinamide, B<sub>6</sub>, B<sub>12</sub>, C, and D and that use of the articles would correct and prevent such conditions; and that the natural sources of the named vitamins were limited to (A) green vegetables, eggs, tomatoes and butter, (B<sub>1</sub>) yeast, wheat germ, and milk, (B<sub>2</sub>) yeast, milk and eggs, (niacinamide) green vegetables, beans, yeast, (B<sub>6</sub>) eggs, cabbage, cantaloupe, (B<sub>12</sub>) liver (beef), (C) lemons, oranges, tomatoes, and grapefruit, (D) cod liver oil, sunlight, eggs and milk, which representations were false and misleading since such conditions are rarely, if ever, caused by a deficiency of these named vitamins; use of the articles would not correct or prevent such conditions; and the named vitamins are readily available in many foods which comprise the normal diet, and not only in those foods listed in the labeling as supplying the natural sources of such vitamins.

*Neo-Vi drops*—in addition, the labeling of the article represented that adequate and proper nutrition could be obtained by children only by such vitamin-supplementation as provided by *Neo-Vi drops* formula; and that such supplementation would balance an otherwise unregulated or improper diet for children, which representation was false and misleading since adequate nutrition for children can be easily obtained without such a supplement as *Neo-Vi drops*, and the addition of such a supplement alone does not insure a balanced diet, or proper nutrition of children.

*Theracrest capsules*—in addition, the labeling of the article represented that the average adult in this country is suffering from vitamin deficiencies and poor health and that the article would promote good health and provide sparkle and vigor to daily living, which representation was false and misleading since it was contrary to fact.

*Theravim capsules*—in addition, the labeling of the article represented and suggested that the average adult in this country is likely to be suffering from a vitamin and mineral deficiency; that the article would improve body tone and provide pep and zest to the average adult; and that a restricted diet would result in the absence of vitamins from such a diet, which representations were false and misleading since they were contrary to fact.

DISPOSITION: 1-28-60. Consent—claimed by Hudson Vitamin Products, Inc., and relabeled.

6219. Vitamin tablets. (F.D.C. No. 44363. S. Nos. 76-778/9 P.)

QUANTITY: 36 ctns., each containing 12,500 tablets and an undetermined number of pliofilm bags of vitamin tablets at Seattle, Wash., in possession of Howe & Co., and 359 boxes each containing one pliofilm bag of *Belle Teinte tablets* at Seattle, Wash., in possession of Sulé, Inc.

SHIPPED: Between 8-14-59 and 12-30-59, from Berkeley, Calif.

LABEL IN PART: (Ctn.) "Howe's Special Formula Tablets S.C. Yellow S-121 Each Oval Tablet Contains: %MDR Vitamin A Acetate 30,000 USP Units 750% Vitamin D (Irrad. Ergos.) 750 USP Units 187% Vitamin E 2.5 Int'l. Units \* \* \* DL-Methionine 20 mg. \* \* \* Inositol 10 mg. \* \* \* L-Lysine Monohydrochloride 10 mg. \* \* \* Nicotinamide 20 mg. \* \* \* Vitamin B<sub>12</sub> Activity (as Cobalamin Conc.) 2.5 mcg.; (box and bag) "Belle Teinte (Teen) a daily vitamin & Amino Acid dietary supplement indicated where a deficiency of the following vitamin ingredients is present: Each tablet contains: \* \* \* Dosage \* \* \* Sulé, Inc. 1819 Eighth Avenue, Seattle 1, Wash. 100 tablets."

ACCOMPANYING LABELING: Empty pliofilm bags bearing the above "Belle Teinte" labels and leaflets entitled "A new break-through in beauty Belle Teinte."

RESULTS OF INVESTIGATION: The tablets in possession of Howe & Co. had been shipped in bulk cartons from Berkeley, Calif., for repackaging into pliofilm bags, relabeling, and delivery to Sulé, Inc. The pliofilm bags were furnished by Sulé, Inc. The tablets in possession of Sulé, Inc., had been shipped in bulk cartons as described above, repackaged by Howe & Co. into pliofilm bags, and further packaged by Sulé, Inc., into boxes.

LIBELED: 3-3-60, W. Dist. Wash.

CHARGE: 502(a)—while held for sale, the labeling of the article contained false and misleading representations that the article was adequate and effective in the prevention and treatment of skin conditions, wrinkles, blemishes, and dry skin; and that it would produce complexion beauty, keep the skin smooth and soft, and produce good health and glowing vitality.

DISPOSITION: 3-24-60. Consent—claimed by Sulé, Inc., of Seattle, Wash., and released under bond for relabeling.

6220. Vitamin and mineral tablets. (F.D.C. No. 44416. S. Nos. 43-261 R, 77-565 R.)

QUANTITY: 35 90-tablet btls. of *Royal Guard minerals*, 60 270-tablet btls. of *Royal Command Vitamin-Mineral Food Supplement*, and 798 boxes, each containing 90 vitamin and 90 mineral tablets, of *Royal Guard Vitamin-Mineral Food Supplement*, at Spokane, Wash., in possession of Royal Guard Supplements, Inc.

SHIPPED: Sometime after 1-5-60, from Portland, Oreg., and Los Angeles, Calif.

ACCOMPANYING LABELING: Leaflets entitled "Royal Guard A New Wonderful Discovery."

LIBELED: 4-1-60, E. Dist. Wash.

CHARGE: 502(a)—the labeling accompanying the articles, while held for sale, contained false and misleading representations that the articles contained "beauty" vitamins which were capable of producing a lasting, lovely skin and complexion; the "sunshine" vitamin for manufacturing hormones in the glands; the "intelligence" vitamin (glutamic acid HCl) to quiet nerves, aid digestion, etc.; the "longevity" vitamins to ward off premature aging in feeling and appearance; the "heart" vitamin, vitamin E, to keep the heart young; lipotropic factors to help one handle fats and ward off atherosclerosis and thrombosis, the "great killer"; enzymes and essential amino acids to help turn food into proteins, energy, and rugged endurance, plus "ample amounts of the wonder-working minerals that are just as important as vitamins"; that the articles